

## **CARD DISPLAY SYSTEM AND METHOD**

### **ABSTRACT OF THE DISCLOSURE**

A system and method for displaying a presentation instrument such as a gift card, and for establishing and maintaining an account associated with the gift card. The gift card is packaged with a card carrier for display at a retail establishment, with both the card and the card carrier each having an account identifying element, such as a magnetic stripe or bar code. The identifying element on the card may be electronically read in order to conduct transactions against the account. The identifying element on the card carrier may be electronically read to activate the account, but not conduct transactions, thereby reducing the opportunity for fraudulent transactions against the account.

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